## **-**D

Order / Rev: 107.102

Product Desc:

PAT MAJORITY USA

Estimate:

Alt Order #:

1884

06858425

Flight Dates:

09/27/12 - 10/03/12

Original Date / Rev: Order Type: 09/26/12 / 10/02/12

GENERAL

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Primary AE: Amy McCreary

BLPHI

National

Agency

Orders

Name:

Waterfront Strategies

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type:

Sales Office:

Sales Region:

Billing Calendar:

\_.....

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

00:05:00

15%

Cash

Advertiser

Name:

Priority:

Patriot Majority

NOE (

A35+

Product Codes:

Demographic:

Revenue Codes:

PLI1

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$42,050.00	\$35,742.50
10/01/12	10/03/12	40	\$48 550 00	¢/1 267 50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$42,050.00	\$35,742.50	0.00
October 2012	40	\$48,550.00	\$41,267.50	0.00
Totals	63	\$90,600.00	\$77,010,00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary		•	Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$90,600.00
Market	100%	\$323,571.43

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$74,421.43
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$77,657.14
KTUD	0%	\$0.00
KVVU	20%	\$64,714.29
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	<b>\$1</b> 6,178.57

Ln	Ch	Start	End	Inventory Code	e Break	Start/End Tim	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/27/12	10/03/12	Wake Up Early v	w/ Wagn6M	430a-5a	MTWTS	:30	3	\$200.001	0.00 NM	3	\$600.00
				Wake Up Early	Wagners								
	WAKE	JP EARLY	/ W/THE V	VAGNERS								ı	
	Sta	rt Date	Fnd Date	Weekdays	Spots/Week	Rate F	Ratino					1	

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KSNV

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Order / Rev: Alt Order #:

Flight Dates:

107102

06858425

09/27/12 - 10/03/12

Advertiser:

Patriot Majority

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PAT MAJORITY USA

Estimate:

1884

Ln Ch Start End	Inventory Code Prock	Stort/End T	imo Deve	Lan Chat	to Data Dei	Die Tone C	\t-	A
	Inventory Code Break Wake Up Early w/ Wagn@M	Start/End T 430a-5a	ime Days	Len Spot	3 \$200.001	Rtg Type S 0.00 NM	spois 3	Amount \$600.00
WAKE UP EARLY W/THE \	Wake Up Early Wagners	4304-34	MIMITAG	.50	3 \$200.00 I	U.UU MIVI	3	Φ600.00
<u>Start Date</u> <u>End Date</u> Week: 09/27/12 10/03/12	Weekdays Spots/Week MTWTS 3	<u>Rate</u> \$200.00	Rating 0.00					
E 2 KSNV 09/27/12 10/03/12	The Doctors CM The Doctors	2pm-3pm	MTWTF	:30	3 \$325.001	0.00 <b>NM</b>	3	\$975.00
THE DOCTORS <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week		Rating					
Week: 09/27/12 10/03/12	MTWTF 3	<b>*</b>	0.00	.00	0 #005.004	0.00.1114	•	4075.00
E 3 KSNV 09/27/12 10/03/12  NEWS 4: THE AGENDA	The Agenda 1230pm CM The Agenda 1230pm	1230-1p	MTWTF	:30	3 \$325.001	0.00 <b>NM</b>	3	\$975.00
<u>Start Date</u> <u>End Date</u> Week: 09/27/12 10/03/12	Weekdays Spots/Week		Rating 0.00					
E 4 KSNV 09/27/12 10/03/12	Noon News CM Noon News	12-1230pm	MTWTF	:30	3 \$500.001	0.00 NM	3	\$1,500.00
NEWS 3 AT NOON		<b></b> .						
<u>Start Date</u> <u>End Date</u> Week: 09/27/12 10/03/12	Weekdays Spots/Week MTWTF 3	\$500.00	Rating 0.00					
	Weekend Jeopardy/WheaM WKND Jeop/Wheel	630-730pm	S-	:30	1 \$525.001	0.00 <b>NM</b>	1	\$525.00
JEOPARDY/WHEEL OF FO	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12	S- <u>opota/vvcok</u>		0.00					
E 6 KSNV 09/27/12 10/03/12	Dr. Phil CM Dr Phil	3-4p	MTWTF	:30	3 \$600.001	0.00 NM	3	\$1,800.00
DR. PHIL								
<u>Start Date</u> <u>End Date</u> Week: 09/27/12 10/03/12	Weekdays Spots/Week MTWTF 3		Rating 0.00					
	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	MTWTF-~	:30	3 \$600.001	0.00 <b>NM</b>	3	\$1,800.00
WAKE UP WITH THE WAG		Data	Dating					
<u>Start Date</u> <u>End Date</u> Week: 09/27/12 10/03/12	Weekdays Spots/Week MTWTF 3		Rating 0.00					
E 8 KSNV 09/29/12 09/29/12	Sa-Su Early News CM Sa-Su Early News	5pm-630pm	S-	:30	1 \$675.001	0.00 <b>NM</b>	1	\$675.00
KSNV EARLY NEWS <u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week	<u>Rate</u> \$675.00	Rating 0.00					
E 9 KSNV 09/29/12 09/30/12	- '	9a-930am	SS	:30	1 \$750,001	0.00 NM	0	\$0.00
NEWS 3 TODAY/WKEND	•	ь.	- ·					
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week	\$750.00	Rating 0.00	f==lod=	Land D.A.	- I		
<u>Spot Ch Date Range [</u> 1 KSNV 09/24/12-09/30/12 i	· · · · · · · · · · · · · · · · · · ·	<u>t/End Tlme</u> 330am	-	<u>/eekdays</u> SaSu		Rtg Type		
Unresolved [PGM CHG = GOLF]					(4.20,00	, 100 ,,,,,		
E10 KSNV 09/27/12 10/03/12	The Tonight Show CM Tonight Show	1135p-1237a	MTWTF	:30	3 \$750.00 <b>1</b>	0.00 NM	3	\$2,250.00
TONIGHT SHOW W/ JAY L								
<u>Start Date</u> <u>End Date</u> Week: 09/27/12 10/03/12	<u>Weekdays</u> <u>Spots/Week</u> MTWTF 3		Rating 0.00					
E11 KSNV 09/27/12 10/03/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:30 PM-5:0	MTWTF 0 PM)	:30	2 \$900.001	0.00 <b>NM</b>	2	\$1,800.00
NEWS 4 AT 430P  Start Date End Date  10/03/43	Weekdays Spots/Week		Rating					
Week: 09/27/12 10/03/12 E 13 KSNV 09/29/12 09/29/12	MTWTF 2	\$900.00 5a-459a	0.00	-20	1 0000 004	0.00 NM	4	<u> ቀብብ</u> ላኅ
E 19 MOINA DAISALIS DAISALIS	SIGN ON-SIGN OFF CM ROS	5a-459a (5:00 AM-6:0	S- 0 AM)	:30	1 \$900.001	0.00 NM	1	\$900.00

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KSNV

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Order / Rev:

107102

Advertiser:

Estimate:

Patriot Majority

Alt Order #: Flight Dates: 06858425

09/27/12 - 10/03/12

Product Desc:

PAT MAJORITY USA

1884

Ln Ch Start End SATURDAY TODAY	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	<u>Weekdays</u> <u>S</u>	pots/Week 1	<u>Rate</u> \$900.00	Rating 0.00					
E 14 KSNV 09/27/12 10/03/12	NEWS 3 at 4 (1 HC 4PM NEWS (1 hour		4-5pm (4:00 PM-4:3	MTWTF 30 PM)	:30	2 \$900.001	0.00 NM	2	\$1,800.00
FIRST NEWS 3 AT FOUR Start Date End Date Week: 09/27/12 10/03/12	<u>Weekdays</u> <u>S</u> MTWTF	pots/Week 2	<u>Rate</u> \$900.00	Rating 0.00					
E 15 KSNV 09/27/12 10/03/12			6-7a	MTWTF	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
MAKE UP MITH THE MAC	M-F 6-7a WakeUp v	w/Wagners				. ,			• • • • • • • • • • • • • • • • • • • •
WAKE UP WITH THE WAG Start Date End Date		pots/Week	Rate	Rating					
Week: 09/27/12 10/03/12	MTWTF		\$1,000.00	0.00					
E 16 KSNV 09/30/12 09/30/12	LAW & ORDER (synd) Law & Order (synd)		M-SA 8-11p	/ SUNS	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
Start Date End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12	S		\$1,200.00	0.00					
E 17 KSNV 09/27/12 10/03/12			11pm-1135p	om MTWTF	:30	3 \$1,400.001	0.00 NM	3	\$4,200.00
NEWS 3 NIGHTSIDE	M-F News 3 at Elev	ren							
Start Date End Date	Weekdays S	pots/Week	Rate	Rating					
Week: 09/27/12 10/03/12	MTWTF	3	\$1,400.00	0.00					
E 18 KSNV 09/29/12 09/29/12			11pm-1135p	oms-	:30	1 \$1,400.001	0.00 NM	1	\$1,400.00
NEWS 3 NIGHTSIDE	Sa-Su News 3 at El	even							
Start Date End Date		pots/Week	<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12	S		\$1,400.00	0.00					
E 19 KSNV 09/27/12 10/03/12	M-F Jeop/Wheel M-F Jeopardy/Whee	CM	630-730pm	MTWTF	:30	5 \$1,700.001	0.00 <b>NM</b>	5	\$8,500.00
JEOPARDY/WHEEL OF FO		ei oi i oituile	7						
Start Date End Date		pots/Week	<u>Rate</u>	Rating					
Week: 09/27/12 10/03/12 Spot Ch Date Range D	MTWTF Pescription		\$1,700.00 /End_Time	0.00	Veekdays	Longth Data	Dán Tura		
3 KSNV 09/27/12-10/03/12 A			730pm		<u>veekuays</u> ITWThF		Rtg <u>Type</u> 0.00 <i>NM</i>		
See MG 19.6						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
[PGM CHG= JEOPARE 6 KSNV 10/03/12-10/03/12 S			E0a //	0.20 DM 40.20 L	h.1	.00 #4 700 00			
MG for 19.3 10/03	IIGN ON-SIGN OFF	5a-4	) 98 (S	9:30 PM-10:30 I-	-W	- :30 \$1,700.00	U.UU NIVI		
[INV CODE]									
E 20 KSNV 09/27/12 10/03/12	•	СМ	5-630p	MTWTF	:30	8 \$1,800.001	0.00 NM	8	\$14,400.00
EARLY NEWS	M-F Early News								
Start Date End Date	<u>Weekdays</u> S	pots/Week	<u>Rate</u>	Rating					
Week: 09/27/12 10/03/12	MTWTF		\$1,800.00	0.00					
E 21 KSNV 09/27/12 10/03/12		СМ	658a-9am	MTWTF	:30	8 \$1,900.001	0.00 NM	8	\$15,200.00
TODAY SHOW	Today Show								
Start Date End Date		pots/Week	<u>Rate</u>	Rating					
Week: 09/27/12 10/03/12	MTWTF		\$1,900.00	0.00					
E 22 KSNV 09/28/12 09/28/12	•	CM	9-10pm	F	:30	1 \$2,600.001	0.00 NM	0	\$0.00
GRIMM	Friday Prime 9-10pi	111							
Start Date End Date		pots/Week	Rate	<u>Rating</u>					
Week: 09/24/12 09/30/12 Spot Ch Date Range [	F Description		\$2,600.00 /End Time	0.00	Vookdos#	Langth Data	Dia Tono		
<u>Spot Ch</u> <u>Date Range</u> 1 KSNV 09/24/12-09/30/12 F		9-10	<u>/End Time</u> pm	-	<u>Veekdays</u> ····F		Rtg Type 0.00 NM		
Unresolved	·		•			( v · · y =			
[.NOT AVAILABLE RAT			40.44						
E 23 KSNV 09/27/12 09/27/12	Thurs PR 10-11p Thursday Prime 10-	CM -11pm	10-11pm	T	:30	1 \$3,200.001	0.00 <b>NM</b>	1	\$3,200.00

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KSNV

Totals

63

\$90,600.00

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Order / Rev: Alt Order #:

Flight Dates:

107102

06858425

09/27/12 - 10/03/12

Advertiser:

Patriot Majority

Product Desc:

PAT MAJORITY USA

Estimate:

1884

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **ROCK CENTER WITH BRIAN WILLIAMS** <u>Weekdays</u> Start Date End Date Spots/Week <u>Rate</u> Rating Week: 09/24/12 09/30/12 ---T---1 \$3,200.00 0.00 E 24 KSNV 10/03/12 10/03/12 Wed PR 9-10p СМ 9-10pm --W----:30 1 \$4,000,001 0.00 NM \$4,000.00 Wednesday Prime 9-10pm LAW AND ORDER SVU Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/01/12 10/07/12 --W----1 \$4,000.00 0.00 E 25 KSNV 10/01/12 10/01/12 Mon PR 8-10p CM 8-10pm :30 1 \$4,000.001 M-----0.00 NM \$4,000.00 Monday Prime 8-10pm THE VOICE Start Date Weekdays Spots/Week End Date Rate Rating 10/07/12 M-----Week: 10/01/12 \$4,000.00 0.00 E 26 KSNV 09/30/12 09/30/12 NFL Football СМ 1P-9PM :30 1 \$14,000.001 0.00 NM \$14,000.00 NFL Football SUN NT FB: SD @ N ORLEANS Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate 09/30/12 Week: 09/24/12 1\$14,000.00 0.00 N 27 KSNV 10/01/12 10/03/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTW----:30 \$900.001 0.00 NM 1 \$900.00 4PM NEWS (1 hour) Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating MTW----Week: 10/01/12 10/07/12 \$900.00 0.00